12/6/95

SLIMS CLUB #1 "SPRING V-WEAR" MAILING

PRODUCTION CREATIVE VERSIONING MATRIX

4/30/96

01	VS HIGH COUPON	TBD	85014-a	LIGHTS	528200 41076 9 05140	$1.00 OFF 4 PKS/CTN
04	SUPERSLIMS	21,217			528200 41282 4 05141	$2.00 OFF CARTON
03	H COUP NON-RESP TEST	10,000				
02	VS LOW COUPON	TBD	85014-b	LIGHTS	528200 41078 3 05142	$1.50 OFF 4 PKS/CTN
					528200 41287 9 05143	$3.00 OFF CARTON
14	**POT. LAST CHANCE**	58,048	85014-f			
05	COMP FM HIGH COUPON	106,869	85014-c	LIGHTS	528200 41076 9 05144	$1.00 OFF 4 PKS/CTN
07	FM HC NAME ACCESS TES	10,000			528200 41076 9 05145	$1.00 OFF 4 PKS/CTN
11	PV HIGH COUPON TEST	10,000			528200 41287 9 05146	$3.00 OFF CARTON
06	COMP FM LOW COUPON	106,869	85014-d	LIGHTS	528200 41078 3 05147	$1.50 OFF 4 PKS/CTN
08	COMP PV HIGH COUPON	17,810			528200 41078 3 05148	$1.50 OFF 4 PKS/CTN
10	PV HC NAME ACCESS TES	10,000			528200 41287 9 05149	$3.00 OFF CARTON
12	CAPRI	129,648				
09	COMP PV LOW COUPON	27,810	85014-e	LIGHTS	528200 41082 0 05153	$2.00 OFF 4 PKS/CTN
					528200 41082 0 05154	$2.00 OFF 4 PKS/CTN
13	MISTY	142,042			528200 41293 0 05155	$4.00 OFF CARTON
	TOTAL AUDIENCE	650,313				

V-Wear order form return address P.O. BOX 8162 Offer Expiration 6/30/96
Dover, DE 19905-8162

Last Chance 800# 1-800-844-9777

Undeliverable address: P.O. BOX 4133 "Ask Virginia" P.O. BOX 20625
Schaumburg, IL 60168 New York, NY 10131-0691

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